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22 June 1950

MEMORANDUM FOR: Assistant Director, ORE

SUBJECT: Intelligence Support for Information Program

REFERENCE: Memorandum from [redacted] to AD/ORE,
dated 5 June 1950

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1. With regard to [redacted] memorandum of 5 June about [redacted] in information activities, an Administrative Instruction to supplement [redacted] with regard to general distribution to [redacted] may soon be issued. Under the general exchange provisions, we should think that ORE and OCD could arrange to supply [redacted] with copies of our material on the intelligence support for the information service through existing distribution channels. We see no reason for special distribution channels for this type of intelligence report.

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2. With regard to special or international intelligence support for an international information operation, we think CIA should now devote its time and attention to intelligence support for the US information service. First that should be well organized. If there should be a decision by proper authority to institute an international operation and if we knew its scope, endeavors, etc., etc., we might be able to extend intelligence support accordingly. However, we are working for the US Government and taxpayers, not for the [redacted]

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PREScott CHILDS, Chief
Coordination, Operations
and Policy Staff

cc: AD/OCD

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NOTE: Referenced memo returned to ORE.

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at different times, the studies must be couched in somewhat general terms. For this purpose there should be an agreed recognition of the basic elements or factors involved in psychological warfare, and of the various patterns in which these factors are psychologically effective.

3. A theoretical discussion of "psychological vulnerabilities" of basic factors, and of the nature of patterns, is given in Appendix I. Appendices II, III, and IV provide instances of three of the basic factors, as a guide to achieving comparability in the treatment of patterns. Appendix V presents, illustrates, and comments upon one specific pattern.

4. Appendices I through V constitute, in sum, the beginning of a methodology for production of large segments of psychological warfare intelligence. It is expected that, over a period of time, this material can be gradually improved as a result of suggestions from intelligence analysts and from consultants competent in the field of psychological warfare.

B. Specifications For Production

Detailed requirements and instructions for the preparation of country-by-country studies will be contained in a separate document which is now in preparation.

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APPENDIX I

THEORETICAL CONSIDERATIONS

Factors in Psychological Warfare

"Psychological-warfare factors" may be defined as any factors (physical, psychological, social) which must be known for the planning or conduct of "psychological warfare".

Since "psychological vulnerability" implies vulnerability to psychological attack, and since the psychological operations directed toward potential allies are not attacks on them, the more inclusive terms accessibility and susceptibility will be used. Psychological susceptibility arises when the psychological aspects of a situation function in such a way or under such circumstances as to make an individual or group psychologically accessible to friendly or hostile "psychological warfare".

Any one or more psychological aspects of a situation may constitute the psychological factor in any given situation. This is illustrated in Appendix IV.

Psychological Accessibility a Product of a Setting

Psychological warfare must uncover, arouse, and develop people's psychological susceptibilities. Psychological susceptibilities are to be examined

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particularly where long-standing physical and social situations change or when individuals themselves move to new environments, and where, when, as a consequence, individuals' response systems are loosened and partially released from their channelizations. Since both change and movement occur in the widening experience of youth, it is particularly susceptible to psychological warfare, except as its widening interests are preempted by schemes of activity and control imposed by immediate social organizations or socio-political regimes.

No Generalized "Psychological Vulnerability"

Neither in youth nor in adults, however, can psychological warfare count on such a psychological state as generalized susceptibility. Even so-called curiosity, for instance, is not just general curiosity to most all situations, some of which are bound to be familiar, taken for granted, monotonous or tiresome. Susceptibility must therefore be sought in particular or potential responses not already inflexibly and terminally determined.

The Psychological Factor But One of Several Inter-Related Factors

The psychological aspects of a situation comprise only one of the factors in psychological warfare and must be studied in relation to other psychological-warfare factors. Groupings or persons constitute another psychological-warfare factor; for, obviously, psychological warfare will not aim at people, not at supposedly disembodied psychological reactions of

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states. Again, if the psychological responses have arisen from certain particular stimuli in the form of cultural products* and conditions, these also must be known in order to deal intelligently with the individual or group which is reacting; hence conditions and cultural products constitute still another psychological-warfare factor. Finally, if groupings of persons go so far in response to given stimuli as to perform overt acts or make statements, or if they are the object of others' overt behavior, then that too must be known for psychological-warfare purposes, and such actions or verbalisms become a fourth factor.

As thus indicated, the four inter-related "psychological-warfare factors" which it is desirable to know for purposes of exploitation of psychological susceptibilities, are these (each being symbolized by a letter):

*"Cultural products" range from ordinary roads, artificially deepened harbors, or fertilized lands, to Stalinist Marxism and Communist propagandistic songs. They may be defined roughly as products in part or wholly of physical, mental, and/or "spiritual" effort, the substance, patterns, and/or use of which can be passed on from one generation of mankind to the next. These include modifications of the earth and its components, identifications of man and animals, objects made in part or in whole by man (fire, machines, codes of law), modes of usage, objects, generalized methods and techniques of technology, history, science, etc., social customs and procedures, and established patterns of ideas, feelings, and overt behavior.

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DEFINITIONS

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G = a grouping or person of the target population

C = conditions and/or cultural products

P = psychological determinants*

A = (overt behavior:) actions and/or words

(Very roughly speaking the theoretical assumptions back of these categories are (i) that bio-psychological determinants function both individually and as a result of interaction with the environment; (ii) that in part these psychological determinants develop into or lead to overt behavior; (iii) that overt behavior with mental and "spiritual" (psychological) guidance may affect the human component in cultural products; (iv) that customary and learned behavior and the accumulation of cultural products provide the human component of conditions.)

*Thusfar the phrase "psychological aspects of a situation" has been used to indicate the content or meaning of the term "psychological factor". What is needed is a term which will be understood to include whatever psychological elements play a part along with groupings (or persons), overt behavior, cultural products, and conditions in determining specific situations which are susceptible to psychological warfare. The term now adopted for this purpose is psychological determinants. It may include anything and everything - bio-psychological - sensations, appetites, feelings, emotions, sentiments, attitudes, interests, states such as frustration and confusion, etc., as well as awareness, consciousness, and specific ideation.

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These four factors should not be regarded as always occurring in the sequence or relationship indicated above. They are to be sought or any realistic combination of relationships required to present important situations explicable by psychological warfare.

For purposes of illustration and guidance in their use, and for aid in attaining comparability in conceptualizing psychologically susceptible situations in terms of the four factors, Appendices II, III, and IV have been drawn up. Appendix II presents general categories of the major types of groupings to be found in almost any population. Appendix III lists "conditions and cultural products" (relevant for psychological susceptibility) which face populations in a typical country, especially in Soviet satellite nations and in areas which might be occupied by Soviet forces prior to or in the course of war. Appendix IV lists general types and varieties of psychological determinants functioning in concrete situations.

Patterns of Psychological-Warfare Factors

The particular relationships of the basic factors in any given susceptibility situation do not occur in haphazard order. On the contrary, they function more or less sequentially in accordance with certain underlying relationships of interdependence — in short, they occur in chains. The concrete, discrete chains may be simple, as in the chain representing a local group traditionally feeling superior to a specific foreign group — he

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CHAINS AND PATTERNS

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symbolic formula for which would be G-P-G'.* Or, the chain may be more elaborate, as in a case where the expropriation of their lands (Cs),[†] arouses a group of landowners (G), to bitter anger (P), at the expropriation (G'), and as a consequence the landowners (G), become guerrillas (A). The two-fold formula for which would be Cs-G-P-G' and G-A.

It might be thought that such concrete chains - like possible terrorist plots for stories or dramas - are innumerable, and that, therefore, it is hopeless to try to super-impose types or patterns upon them in the interest of comparability and long-run planning. On careful examination, however, it will be found here - as in the case, indeed, of story and drama - that there are outstanding types of psychological susceptibilities - and correspondingly, outstanding types of chains exploitable by psychological warfare. These types of chains are therefore called patterns.

Proposals for specific patterns are listed, illustrated, and discussed in Appendix V.

*The accent is used on the second G to indicate a different group from the one indicated by the first G; the accent is thus used with the other side factors also.

**Small s is added to the G as a symbol for "stimulus", indicating that it serves as a stimulus to G, the group. It will be similarly used in all formulas for chains or patterns begun with a factor regarded as a stimulus to the factor following it.

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APPENDIX II

FACTOR G

GROUPINGS OF THE TARGET POPULATION

Listed below is a set of distinct although overlapping categories of the population from the standpoint of general psychological warfare. It is a classification of permanent, temporary, and potential groupings of people. To make estimates about such groupings, it is necessary to know the culture and current behavior of the more permanent ones, as the structure (organization), functions, objectives, solidarity, as psychology (including esprit de corps, morale, self-evaluation, etc.) of the less permanent and temporary ones.

1. The population as a whole

a. As human beings with universal human traits

b. As a group oriented toward people of other countries

Note: Among countries where the population is state-conscious, this is the grouping constituting the political state; and among countries where the political state is composed of people conscious of a common national culture, it is the grouping constituting the nation-state. Where these conditions do not exist, this grouping takes form as a conscious grouping chiefly if not only through feeling pitted against some outside people.

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susceptibility chains discovered, and (iii) furnishing a basis for the summary of data on the culture and groupings of each country.

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APPENDIX III

FACTOR C

CONDITIONS AND CULTURAL PRODUCTS

INTRODUCTION

a. Purpose and Approaches

The skeleton listing of conditions and cultural products in the outline below is presented for whatever clues its items may give to situations susceptible to psychological warfare. Whatever specific use is made of such listings, direct and indirect approaches should be employed to discover (i) what conditions and cultural products are involved in psychologically susceptible situations, and (ii) in association with what chains and patterns they are so involved.

b. Direct Approach

The direct approach calls for spotting more or less intuitively and following down, special sets of concrete conditions and cultural products which (from a broad and intimate knowledge of THE COUNTRY) from such skeleton listings as appear in the outline below) are likely to be related to present or potential psychological susceptibility of current civilian populations.

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c. Indirect Approaches*

Indirect approaches require the raising of various sets of questions to help define present or potential susceptibility-situations and the identification of those situations by means of susceptibility-chains. Among such questions or tests are the following:

(i) First, to what extent do the conditions-and-cultural-products in THE COUNTRY meet basic human needs for food, bodily comfort, and expressive activities, for familial and social relations, for protection and security? This is a broad ~~grouping~~ test which may be related specifically and concretely to quantity and quality of goods and services, to efficiency of technology.

*While the importance of the considerations brought up in (ii), (iii), and (iv) below, appears to call for special stress on the use of the direct approach to ascertain the functioning of the conditions-and-cultural-factor (being treated here), it is assumed that both direct and indirect approaches are important in the case of the other three factors as well as this one. On the direct approach to the other factors, no further comments should be necessary. On the indirect, these comments may suffice: Basically, the list of groupings in Appendix II may be used as a guide in ferreting out kinds of groupings (and personages) which are or may be susceptible to psychological warfare. The outline of psychological determinants in Appendix IV may assist in making a more comprehensive search for kinds of

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their recent accord with or deviation from customary and moral practice; (and, in the case of idealistic individuals or groups, ideals as to economic conditions); and (iii) of their effect upon status position, status rights, and status relationships.

(iv) Cutting across all three points of view, furthermore, are the facts and the expectations as to the role of outsider in producing or affecting conditions and cultural products. In fact, as that role results in aid or deprivation from a pragmatic viewpoint, so far as it supports or violates customs and ideals, and so far as it upholds or infringes upon rights of self-determination and group or withdraws recognition and esteem in accordance with the status hierarchy and ambitions for increased status, it obviously fits into those three viewpoints. Insofar, however, as the outsider or foreigner is himself the object of a "specifically associated", traditional adverse attitude, or influences domestic conditions and cultural products in a manner that is very palpably to the advantage ~~or~~ disadvantage of the "native", and particularly if the outsider either definitely aids and supports or takes part in the deprivation, obstruction, and attack of indigenous groups or persons (whether in the economic, political, military, social, or other spheres), to that extent the role of the outsider may be regarded as such a noteworthy center of considerations overlapping the preceding three approaches, that it warrants special attention as a source of psychological accessibility of the target population.

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(c) Degree of freedom in scientific research (including hypothesizing) from educational, governmental, and governmental dictation.

(d) Spheres of responsibility over different aspects of formal education (e.g., determining curriculum, or merely paying salaries) in different kinds of schools (elementary, high, etc.) by different population groups or governmental units

e-x. Associated attitudes and psychological states; e.g.,

(i) Feeling and belief that young children should not be set to spy on parents

(ii) Feeling and belief that scientific research for truth is an inviolable right

2. Aspects of the Present Foreign and International Situations

(Note: It is assumed that at times there may be direct psychological reactions to (opinions about, reports or rumors on) such foreign and international conditions and cultural products as those indicated under "a" and "b" below and/or to the groupings held responsible for them. In addition and doubtless more frequently (especially in the case of "a") such cultural products and conditions as those falling under "a" and "b" will be subject to insofar as they affect "Aspects of the Domestic or Internal Situation" (see "1" above) and hence in present and potential modifications of the situation.

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conditions and cultural products. Each of the items under "a" and "b" below, is therefore to be considered, first, as it does or may directly arouse susceptible psychological states or responses, and second, as it modifies domestic conditions and cultural products in such a way that there may be a change in the extent and degree to which these conditions and products do or may in turn arouse such psychological states or responses. (Such relevant changes may be estimated in part by asking with reference to them, the three questions posed in o-i, ii, and iii above in the Introduction to this Appendix.)

a. Pertinent Conditions and Cultural Products in Foreign Countries (which are calculated to arouse, when perceived and interpreted, reactions susceptible to exploitation by psychological warfare).

(1) Conditions and cultural products in friendly countries (e.g., in U. S. or other democratic countries, e.g., U.S.S.R., or her satellites) as compared directly or implicitly with those in THE COUNTRY - comparative value, etc.

(2) Conditions and cultural products in U. S. and U. S. satellites in their bearing on the comparative strength of U. S. and U. S. satellites in peace and war (with implications of this for THE COUNTRY).

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b. Expectations of, and Implications of, Deprivations or Aid, with Whatever Provisos May be Attached; e.g., (i) Military, (ii) Economic, (iii) Other.

c. Expectations of Changes: (i) in the Cold War; (ii) particularly in the Line-up of Political States vis-a-vis U. S. and U.S.S.R.; (iii) particularly also in the International Economic Situation.

d. Supposed Implications for THE COUNTRY of Other Countries' Capabilities and Vulnerabilities from the Standpoint of Hot War, Particularly of those of U. S. and U.S.S.R.

e. Specific Expectations of Special Military and Other Support from the U. S. Side of the U.S.-U.S.S.R. Alignments, if THE COUNTRY Were Attacked Singly from the U.S.S.R. Side.

In conclusion, the above listing of conditions and cultural products domestic and foreign, including expectations of further changes in the latter, are calculated to assist in serving these ends: (i) identifying initial sets of conditions or cultural events (or conceptions of them) which enhance susceptibility to psychological warfare; (ii) supplementing the first set for susceptibility chains derived from the list of major groupings; (iii) furnishing a basis for the summary of data on the major social trends and relationships (to outside peoples) affecting the population's susceptibility to psychological warfare.

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to cover areas of disorganization of old traditional type,
e.g., in spheres of youth vs. older generations, urban vs.
rural, etc.
e.g., in spheres of economic or political change.

In conclusion, the above classification of psychological determinants
is calculated to assist in (i) identifying individual psychological
determinants functioning in chains susceptible to psychological manipulation
in THE COUNTRY; (ii) supplementing the framework for susceptibility
chains supplied by the groupings in Appendix II; (iii) furnishing a
basis for the summary of data on the "psychology" and beliefs of THE
COUNTRY.

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APPENDIX V

PSYCHOLOGICAL SUSCEPTIBILITY PATTERNS

INTRODUCTION

Listed in the Outline below are types and samples of patterns anticipated and explained in Appendix I.* Five varieties of patterns are suggested, elaborated into sub-types, a number of which are illustrated by specific susceptibility chains. As a matter of fact however, the five are reducible to three - a direct-susceptibility

*As stated in Appendix I, the patterns and the concrete instances of these (chains), are constructed from four factors, which, with their letter symbols, are these:-

- G - grouping(s) or person(s) - also, a leader apart from his group is GL
- P - psychological determinants
- A - (overt behavior:) action(s) or verbalized(s)
- C - condition(s) or cultural product(s)

Several subsidiary symbols are employed:- (1) Mathematical parentheses are occasionally used for indicating, as in mathematics, that everything within the parentheses is considered together as a unit or sub-pattern of items.

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e.g., Cs-G-P); (iii) showing both (symbolized therefore by Cs-G-P-C,
Cs-G-P-C, etc.).

The indirect-susceptibility patterns are those listed below as varieties 2 and 5. Their core may be either overt behavior, or certain conditions or cultural products. The former, symbolized by G-A, indicates that some group or some person is doing or stating something (e.g., the Soviet is shipping needed grain out of THE COUNTRY); and the assumption on which that group or individual action is regarded as is here suggested as an indirect-susceptibility pattern, is that it contains important potentiality for latent direct-susceptibility. Specifically, it is assumed that, by and after being elaborated, pointed up, in writing, etc. in "psychological warfare", it will result in arousing latent reactions of a direct-susceptibility nature on the part of some other group (e.g., a grouping of THE COUNTRY). When, on the other hand, the core of the pattern represents certain conditions or cultural products, instead of overt behavior (e.g., previous economic or social conditions now altered by a Communist regime), the same basic assumption is made that verbal elaboration of those conditions, etc., verbal pointing up of them in psychological warfare, will produce psychological reactions directly susceptible of further "exploitation".

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The combination patterns made up of direct-susceptibility and indirect-susceptibility sub-patterns comprise the third variety listed below.

OUTLINE

1. DIRECT-SUSCEPTIBILITY OR PSYCHOLOGICAL RESPONSE PATTERN

All contain G-P as a core; and most are built on a stimulus-response conception even though the stimulus may not be in evidence. The emphasis is on the immediate susceptibility to psychological warfare (particularly by or from the US-allies) of groupings or leaders - more frequently, the susceptibility of subject groupings as versus commanding occupying enemies.

(1) Reactions of Support of or Opposition to Other G-P

Variations: G-P-GL; G-P-G'L

This pattern and its variations include reactions of individuals toward groups or leaders whether present or absent. G-L or G'L may represent either a subject group or a superimposed master group, reacting to its own leader; but where the intent is liaison with the second group, the first group is of course the subject one. (Where the response is to known stimulus "conditions or cultural products", pattern (?) -- G-C-P-G' -- should enter, not this one.)

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Example of G-P-G¹: (i.e., a specific chain illustrating pattern G-P-G¹)

- G - A culture or nationality grouping has
- P - an ethnocentric sense of superiority toward and antagonism (probably absorbed by children from parents) to
- G¹ - others in general, especially . . . (e.g., Germans, Jews, or . . .)

Note: It is imperative to identify the distinct attitudes of appreciation or depreciation of every nationality-group toward each of its neighbors and major (potential) enemies and allies. Name-calling details are valuable. Among other things this involves the important attitudes to USSR, to US and to other peoples whom the United States could use as channels of propaganda more effective than its own nationalities.

Example of G-P-GL:

- G - A specific temporary or permanent grouping
- P - feels strongly opposed (or is devoted to)
- GL - its own leader.

Note: Such chains may develop as a result of prior psychological-warfare work on some leader-credibility or -creditability chains, such as those under pattern (6).

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(2) Subject's General-Susceptibility or Stimulus-Responsiveness

Pattern: CS-G-P-C* -- Variations: substitute G-L or GL for C also indeed C's for Cs.

Wherever under the preceding pattern, G-P-C*, the presence or absent stimulating conditions or cultural products become known, they should be represented by prefixing 's as in this pattern.

Example of (s-G-P-C*):

C* - The liquidation of persons' relatives and friends by a national Communist-dominated regime for reasons traditionally unjustifiable, has brought into existence

G - a temporary interest grouping of such persons.

P - arousing their (i) attachment to the victims, (ii) sense of justice of the victims' causes, and (iii) revulsion against the taking of their lives for (iv) venemally resentful

C* - at the national Communist party.

Note: This pattern and its variations constitute one of the most important and obvious varieties in satellite and occupied countries and in parts of the Soviet Union.

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to multitudinous situations. -- On the multiple nature of factor P, see comment on multiple factors at end of this variety of patterns, after pattern (10).

(3) Subject's Wishing-for or Objecting-to Conditions: (P)

Cs-Q-P-C¹ — Variations: substitute C for C¹.

These patterns cover, among other things, favorable reactions toward past native, present foreign, or imagined conditions, on the one hand, and unfavorable reactions toward present conditions on the other hand. They resemble the two preceding patterns, C-P-C¹ and Cs-G-P-C¹, except that here the reactions are directed toward conditions rather than groups or persons. However, to the extent that people attribute conditions and cultural products (especially present objectionable ones) to persons and groups rather than to impersonal environmental forces (that is, to other conditions and cultural products), the previous patterns, C-P-C¹ and Cs-G-P-C¹, are more appropriate. Either the present or the preceding patterns might emerge in consequence of psychological warfare based on "Comparative Conditions Patterns" C¹ or C vs C¹, discussed below as the fifth variety of patterns.

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Example of (Cs-G-P-C):

(Cs) - Faced by new and undesirable conditions and ultimately
products)

G - A special grouping (temporary or historic, and
economic, political, religious, or other)

P - very definitely and intensely wish for

C' - return to certain previous conditions.

Note: This is possible for numerous situations in most
countries.

(4) Enemy Apprehensiveness Pattern: C'-P'-C' (or Cs-G-P-C')

Variations: Conceivably, C might replace C'

Identical in formula with pattern (3), this is given a
separate number merely because of its possible prominence in
program of psychological warfare.

Example of C'-P'-C':

G' - An enemy (USSR and/or dominant Communist party)

P' - is afraid, and does not dare to permit

C' - certain other conditions; e.g., free contact of citizens
with foreigners and foreign democratic countries,
freedom of information on foreign peoples and countries,
etc.

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Note: When played upon with psychological warfare subjects, this susceptibility of the enemy is calculated to arouse (i) a further susceptibility reaction in the subject as well as (ii) some overt behavior in the enemy grouping to be considered. Such psychological warfare may be insidiously powerful if reiterated on a long-run basis. See "5. Conditions & Conditions Patterns", on the one hand, and pattern (O), "Psychological Reactions Develop into Overt Behavior", on the other hand.

(5) Subject's Psychological-State Patterns: 5-1 or 5-2

The reactions may be positive, or, as in the example below, negative.

Example of Cs-Q-P:

Cs - Certainty of being over-run by the Soviet army (or due to or during war) and uncertainty as to how aid from the US-allied forces can enable them to survive if they oppose the USSR,

Q - felt by a territorial grouping representing the same and file population of a given area bordering the USSR,

P - make them confused, undecided.

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Note: (i) Such groupings remain psychologically susceptible if they do not become resigned and fatalistic, and can be linked into positive tactical measures to provide survival for them. Hence psychological warfare directed toward them may involve national or military policy and programs, and there also may call for additional intelligence on the grouping's readiness to cooperate in such measures. (ii) Other psychological states not yet channelized, such as desire-for-novelty or -for-tentative, may be more positively susceptible, of course. (iii) Both the positive and the negative chains appear to be wider read.

2. INDIRECT-SUSCEPTIBILITY OR OVERT-BEHAVIOR PATTERNS

This second variety of patterns contain G-A as a core, and are thus built on an action or verbalism basis in contrast to the psychological state or stimulus-response basis of the first variety of patterns above. On the whole, moreover, the emphasis here is on the behavior of persons or groups other than subjects immediately responding in a susceptible manner; yet it is essential to remember that that behavior, when brought to the attention of subject groupings and elaborated, characterized, and otherwise tentatively exploited in psychological warfare by the US or allies, is calculated to become a stimulus to those subjects. (At such time, the "others' behavior"

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will be treated as a stimulating condition in a fresh "Direct-Susceptibility" chain; i.e., (G'-A')s-G-P or, shortened and substituting Cs for (G'-A'): the pattern is Cs-G-P).

(6) Culpability or Creditability Patterns: G-A, G-A-G' or C-A-C,
Cs-G-A-G' or Cs-G-A-C — Variations: add L to either G or G'; use "I"
for G and use C' for C where appropriate.

Examples in brief:

- (i) G-i
 - Domestic friendly group did (or said) certain praiseworthy things
 - Domestic Communist group did (or said) certain blameworthy things
 - Foreign friendly group did (or said) certain praiseworthy things
 - Foreign hostile group did (or said) certain blameworthy things

- (ii) G-A-G'
 - Domestic group did (or said) certain things against an outside group
 - Domestic group did (or said) certain things for an outside group

- G'-A'-G
 - Outside group did (or said) certain things against a domestic group
 - Outside group did (or said) certain things for a domestic group

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(iii) G-A-C

- Domestic group acted (or spread propaganda) such a way as to produce harmful conditions

- Domestic group acted (or propagandized) in such a way as to produce helpful conditions

G'-A'-C

- Foreign group acted (or propagandized) in such a way as to produce harmful conditions

- Foreign group acted (or propagandized) in such a way as to produce helpful conditions

(1) to (iii): GL and G'L may be substituted for G and G'; G's may be prefixed to any of the formulas to indicate that domestic or foreign conditions were the stimuli to the said actions.

Note: the above core pattern and the variations of it offer endless opportunities to build up and tear down native and foreign groups and leaders by crediting or charging them with various acts and statements now and formerly, as per the record. Such psychological warfare would obviously prepare the ground to variations of the direct-susceptibility pattern (1), G-P-G', etc.

(7) Enemy-Inconsistency Pattern: G-A versus G-A'

Variation: use G'L for G

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This is patently useful in outstanding instances where, to point out in psychological warfare that at one time "the enemy does or says one set of things utterly contrary to an inconsistent with his acts, words, or promises, at another time, would arouse psychological susceptibility in a subject grouping or leader. As in the case of the preceding pattern the use of such psychological warfare would lay the ground for direct-susceptibility pattern (1), "Reactions in Support of or Opposition to Others".

3. PATTERNS COMBINING PSYCHOLOGICAL REACTIONS WITH OVERT BEHAVIOR

In the following three patterns - (8), (9), and (10) - the G-P core featured in the first variety of patterns ("Direct-Susceptibility or Psychological-Response Patterns", including types (1) to (5)) is associated in different ways with the G-A core featured in the second variety ("Indirect-Susceptibility or Overt-Behavior Patterns", including types (6) and (7)). Pattern (8) shows a second party's behavior arousing susceptible reactions in a subject; pattern (9) shows a subject's previously susceptible reactions being exploited by actions or verbalisms of a second party; and pattern (10) shows any grouping's psychological reactions expanding or in part evolving into overt behavior.

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(8) Others' "Overt Behavior" Arouses a Subject's "Direct Susceptibility": $(G'-A')s-G-P$ — Variations: add $-G$ within the parenthesis, thus $(G'-A'-G)s$; and/or add $-G'$ after P , thus $(G'-A')s-G-P-G'$.

This is the pattern suggested and symbolized in the introductory note on the second variety of patterns, "Indirect Susceptibility or Overt-Behavior Patterns", above. It is widely applicable.

Example of $(G'-A'-G)s-G-P$:

- (G'-A'-G)s - Enemy covert propaganda (or action)
- directed against a given group arouses
- a - in that group
- p - a reaction of confusion and uncertainty.

(9) A Subject's Direct Susceptibility is Exploited by a Second Party: $G-P$ and $G'-A'-G$ — Variation; prefix C_s to the

first G , thus, C_s-G-P

When $G-P$ and $G'-A'-G$ are thus linked coordinately, it is assumed that the second party's action or verbalism is exploiting the first party's susceptibility reaction. This double pattern permits coverage of a wide range of phenomena in which, for example, the USSR and domestic Communist parties

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might employ threats, flattery, temporary remuneration, etc to seize upon any temporary psychological opening in the subject's armor. It is obviously of interest for direct as well as counter psychological warfare.

Example of Cs-O-P and G'-A'-G:

- Cs - Drastic personal economic need, and the disappearance of the old basis of income, security, and position, have aroused in some
- O - German and East European scientists
- P - corresponding desires for subsistence, security, opportunity-to-study, prestige, etc.
- and
- G' - Soviet-Communist authorities as such and their "tools".
- A'-G - have been definitely bidding for them to throw in their lot with the Soviet communists, employing wining and dining, free trips to East Germany, offers of big salaries, position, and prestige, broad claims of ultimate Soviet-Communist victory over "Western imperialism", etc.

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(10) Psychological Reactions Develop into Overt Behavior:

G-P and G-A as the core -- Variations. * G-P obviously may be given a prefix (as in G-G-P, or even (G'-A')s-G-P), a suffix (as in G-P-G'), or both a prefix and a suffix (as in G-G'-G', or even (G'-A')s-G-P-G'); and G-A may be given a suffix, as in G-A-G'.

* To avoid misinterpretation of the symbolism here used, certain provisos directions should be reviewed and supplemented: (1) As usual, the core of the pattern (here, a double core) may refer, as far as any given CUNCI is concerned, to either internal or external instances of the factors if no second instance of any factor is represented in the pattern, e.g., the above G-P and G-A may refer either to an inside subject-grouping's psychological and overt behavior, or to that of an outside friend or enemy, just so both an insider and an outsider are not involved. (ii) As usual, moreover, if, as a result of prefixing stimuli or sufficing objects of behavior, any second instance of any factor is brought in, then it must be clearly indicated by accents, whether the core position is occupied by an insider or an outsider; e.g., whether there is a G-P-G' (insider reacting toward outsider) or a G'-P'-G (outsider reacting toward insider). (iii) Since, according to the terms of this particular double pattern, the message and the action in both parts of the double core are that of the same subject (or person), it follows that the use of the accent in one part of the core must be accompanied by a similar use of it in the other part; e.g., if "G" is used in the first part to indicate an outsider's reaction toward an insider, the second part must be "G'-A".

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Here either a first (subject) or second (other) group or person adds to its supposedly sheer psychological reaction, some overt behavior. A frequent type of relevant double chain was given near the end of Appendix I, where derivation of anger in a subject group to anger (against the other or depriving of power and action, were symbolized as Cs-G-P-G' and G-A.

Another instance would result if, under pattern 4), "Key Apprehensiveness Pattern", the enemy takes measures (as he does in Soviet and Satellite territories) to keep out the Foreigner, restrict contacts of his own nationals abroad, prevent free speech and press, etc. - the enemy now being merely G (not G') and the double chain reading G-P-G' and G-A.

Another instance would arise when the Foreign psychological warfare playing up foreign conditions (see "5. Comparative Conditions Patterns", below) or certain themes, would compel the USSR to take cognizance of such foreign psychological warfare emphases and, in replying to them, inject the info via its own channels of communication - one way of penetrating the iron curtain. Symbolized: if US-allied psychological warfare is (G-A)s, then G'-P' represents the enemy's psychological reaction, and an additional G''-A'' represents the enemy's propagandistic counter measures; thus, (I-A)s-G'-P' and G''-A''.

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Note on "and G-A": There are alternative ways of symbolizing "and G-A". The overt behavior, A, could be inserted with the psychological reaction, P, in the previous G-P pattern, preferably in a mathematical parenthesis, thus simply G-(P&A); or, with -G' or -C or -C' the formula would be G-(P&A)-G', or G-(P&A)-C, or G-(P&A)-C'. More questionably because more liable to misunderstanding, the formula could be G-P-A-G' or G-P-A-C, etc.; but this should be used only if it is made sure the reader will not interpret the group's reaction as toward its own action! Clarity is primary.

Notes on Section 3: The above double or compound patterns, (8), (9), and (10), contrast with the comparatively simple illustrative chains of the preceding patterns in section 1 and 2, and raise two further questions on symbolization. (1) The mathematical parenthesis might be used more frequently to represent the elements of the initial Gs factor. Its use was withheld prior to section 3, chiefly to emphasize its peculiar advantage in explaining the third variety of patterns. (ii) The G factor in many of the preceding chains has been multiple, not single. That could have been represented by PP, PPP, PPPP, etc. obviously, instead of just P. We have withheld use of such multiple factor symbols merely to prevent further appearance of complication before acquaintance with the use of the basic sets of factor symbols. Then it facilitates reference to

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specific contents of a chain, such multiple symbolization is, of course, logical. HOWEVER, SUCH USE SHOULD NOT BE CONFUSED WITH THE SYMBOLIZATION OF MULTIPLE DIVERGENT FACTORS in patterns (11) and (12) in section 4 below.

4. SOLIDARITY AND DIVISIVENESS PATTERNS

The basis for the first two of the following patterns, (11) and (12), and for the first part of the third pattern, (13), is the stimulus-response conception employed in the initial collection of "Direct-Susceptibility or Psychological-Response Patterns". In pattern (11) this stimulus-response concept is applied to the subject population groupings and leaders; and in pattern (12), to the second, superimposed, or foreign groupings or leaders. The third pattern, (13), is different from the first and second in that it employs the G-A or action basis as well as the G-P or stimulus-response basis.

(11) Subject's Multiple-Group Solidarity Pattern: G-P as com - G

Variations: may be prefixed by Cs-, thus, Cs-G-P

: may be completed by -GL, -G', or -C, thus, Cs-1-G', etc G

This possibility occurs when several separate groups have a relatively identical psychological reaction toward a certain potential group leader, another group, or given basic conditions. If group unity is desired by the psychological warfare or collector, influence may be exerted obviously to assist welding them by

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psychological warfare. In some cases, the opposite (disinhibiting the similar response) may be desired and attempted. -- In exceptional cases this pattern may be applicable to the enemy also, not merely to friendly subjects.

(12) Enemy Single-Group Divisive Pattern:

Variations: may be prefixed by Cs, thus, Cs-G-P

may be completed by -GL, -G', or -C, thus, Cs-G-P(GL), etc.

This occurs when a group has within it such divergent or conflicting psychological reactions that, on the basis of these, it might be divided and split up. -- In exceptional cases, this pattern may be applicable to friendly subject populations also, not merely to the enemy.

(13) Rival Leaders (or Groups) Pattern: GL-P-J'L as com

Variations: may be prefixed by (G'L-A)s or (G'L-A-C)s, thus,

(G'L-A)s-GL-P-J'L, etc.; may be completed by adding "and

GL-A-C' L" or by changing P to "(PA)", thus, GL-(PA)-G'L, etc.

Example: (G'L-A'-C')s-GL-P-G'L and GL-A-G'L; or (G'L-A'-C')s-GL-(PA)-G'L

(G'L-A'-C')s - Faced by certain actions of a rival (the +fore, other) leader, and certain conditions due to those actions

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- GL - a given enemy leader
 P - reacts psychologically (for or) against
 G'L - his rival
and - and
 GL - he (that given enemy leader)
 A - takes definite measures against
 G'L - that rival

(or the preceding P could be expanded into (P&A) and
 all of the formula after the second G'L eliminated)

Notes: (i) Giving the initial impression of complication,
 this pattern becomes simpler when built about its core.
 use contains possibilities of lessening or aggravating rivalry,
 suspicion, etc. with possible crucial results.

5. COMPARATIVE CONDITIONS PATTERNS

These patterns call for delineation and elaboration of absent
 conditions or cultural products -- previous ones, foreign ones, or
 imagined ones -- to serve as a contrast with present conditions or
 cultural products. The contrast is calculated to arouse susceptible
 psychological reactions of various sorts. If and when that occurs, of
 course, G-P patterns emerge.

- (14) Comparison with Desired Peace-Time Conditions - C* or C'
 Economic, political, social, and other conditions which
 subject populations admire or desire, are set forth with the

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implication that they would be obtainable under circumstances which could develop by cooperation with the propagandist. The aim here is to arouse psychologically susceptible responses, as under pattern (3), "Subjects Wishing For . . . Conditions".

The inclusion of cultural products as part of or alternative "conditions" in this pattern (as indicated by the symbol C) opens up the whole subject of rehearsing forbidden national literature, playing (over the radio) forbidden militant nationalistic music, etc., in order to arouse nostalgic desires.

The use of this pattern as a precursor to the use of pattern (3), "Subjects Wishing For . . . Conditions", is the counterpart of the use of (6), "Culpability or Guiltlessness Patterns", as a precursor to using (1), "Reactions of Support or Opposition to Others". The one dwells on conditions and cultural products; the other, on groups and persons.

(15) Comparison of Hostile and US-Allied Economic and Military Power: C' or C' vs C

In factorial elements, this pattern is obviously identical with the preceding one. The importance of the topic warrants duplication. Economic and military power of the United States and allies is delineated with implicit or explicit contrast with hostile economic and military power. This is to arouse or link in with various G-P, "Direct-Susceptibility or Psychological-Response Patterns".

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A second aim here would be to try to bring about a definite action on the part of hostile regimes, e.g., by way of revising their estimates of US allied strength. The pattern relevant here would be an instance of (U-A-s-D) and G'-A', as in type (10).

It is realized that other and new types of patterns beside the preceding fifteen will prove useful, other symbols will be applicable, and other relationships of the symbols will prove capable of some further generalization. The only controls over such further elaboration and revision should be in the interests of preserving whatever compatibility is feasible in the work on different sub-areas.

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